

TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

Patent number: WO9955066
Publication date: 1999-10-28
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Classification:
- **international:** H04M3/00
- **european:** H04M3/51P
Application number: WO1999US08102 19990414
Priority number(s): US19980062041 19980417

Also published as:

 EP1076983 (A1)
 CA2328913 (A1)

Cited documents:

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Abstract of WO9955066

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

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